Table 5
TITL #37 Nicotine Data Higher Than PM Advertised Values

		PTL 1995 Year Average	Advertised Nicotine	TITL Market Sample #37	TITL Market Sample #38	TITL Market Sample #38 Rounded
	Alpine 100's 100FMSP	1.16	1.0	1.09	1.12	1.1
	Basic KNFSP	1.72	1.5	1.69	1.64	1.6
	Benson & Hedges KFHP	1.10	1.0	1.09	1.07	1.1
*	Benson & Hedges Deluxe Ultra Lights 100's 100FHP	0.50	0.4	0.48	0.48	0.5
*	Benson & Hedges Deluxe Ultra Lights 100's Menthol 100FMHP	0.50	0.4	0.45	0.48	0.5
*	Cambridge Lowest KFSP	0.13	0.1	0.16	0.16	0.2
#	Marlboro 100's (red package) 100FSP	1.17	1.1	1.13	1.17	1.2
	Virginia Slims Lights 120's 120FHP	1.11	1.0	1.11	1.06	1.1

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*Tar and nicotine printed on pack.
#Retested.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzkk0001